

R. H. Macy & Co.'s Attractions Are Their Low Prices.

Macy's

34th to 35th St.

The Store will be Closed on Tuesday in honor of Washington's Birthday.



Reading In The Papers And Visiting Macy's And Magazines About Where Unprecedented The Increased Cost Of Values Are Being Offered Living Is One Thing—Is Another Thing.

In assigning causes for the steady advance in the cost of living and analyzing them, it is surprisingly strange that the serious student of the times hasn't TURNED THE SUBJECT AROUND TO SURVEY THE OTHER SIDE.

We can't but think that our theorizing journalistic and academic friends are indulging in much twaddle.

That thought is based on the following fact: WITH FEW EXCEPTIONS OUR PRESENT PRICES FOR SEASONABLE AND DESIRABLE MERCHANDISE ARE LOWER THAN EVER BEFORE.

We invite all critical writers to visit Macy's and see the concrete evidence that completely sustains the above bald statement. Such an investigation will broaden their vision of current conditions, and may inspire their pens to give a cheerier tone to future contributions.

THE VALUE OF ANYTHING DEPENDS UPON THE SUPPLY OF THAT THING AND THE DEMAND FOR IT.

Reiterated sensationalized accounts of the exorbitant price of strawberries grown under glass and incubator squabs have preyed upon the imaginations of many people and alarmed them.

Fright is contagious. It passes from one to another. "Hard times are upon us; harder times may come; we must do without."

That's what they are saying—and they are doing without.

What happens? ONE guess is enough.

THE DEMAND FOR CERTAIN COMMODITIES DIMINISHES.

Now, let's go back half a year.

Manufacturers and importers are gauging the supply for NOW. Country prosperous, money plentiful and cheap, wages high, builders taxing the resources of the mills for structural steel and iron, transportation companies extending and improving lines, bumper crops—even art feels the stimulating effect of a splendid commercial and industrial renaissance.

What wonder that the manufacturers and importers prepared prodigally! They organized their forces to meet the oncoming demand, thinking that the whole world was waiting to help them.

Here is the Supply—colossal, monumental, overpowering. But where is the expected Demand? It died a-borning.

Consumption hasn't kept pace with production.

You don't have to be a political scientist to understand the situation.

Manufacturers and importers can't hold goods indefinitely. As a rule, they are large borrowers of money; notes fall due and must be paid. Their organizations must be kept active or they scatter. Therefore, stockrooms must be emptied. Fashion is a delicate, evanescent quality; new things must be sold while in their earliest bloom.

But Fear has cut off Demand. Manufacturers and importers who saw the Demand with wide stretched eyes now turn to us for relief.

They look to us to make a market for their goods. Our confidence in your wisdom to loosen the purse-strings, when unparalleled Bargains are offered, justifies us in buying large quantities of worthy merchandise at prices that represent tremendous sacrifices.

And so it comes about that amid all the bugaboo clatter about the advanced cost of things, we are giving you the biggest values in the history of the business. If the papers have filled your mind with dismal forebodings, come here to-morrow and you'll smile, as you realize that out of conditions largely forced by the press have risen values heretofore unknown to retailing.

Study the items in the adjacent columns. They are specimen object-lessons that should convince the practical buyer as well as the dreamy abstractionist that much money may be saved by spending it now and here.

Laces

Main Floor.
We believe these are the best lace values to be found in the city. In fact, we know they are.

Venise Lace Inserting, 1½ to 2 inches wide; white, cream and ecru; worth 15c to 25c a yard; special at 12c.

Linen Cluny Lace Edging and Inserting, ¼ to 1½ inches wide; worth 25c a yard; special at 18c.

Irish Hand Crocheted Lace Inserting, half inch wide, for trimming neckwear and blouses; worth 75c a yard; special at 45c.

Silk Embroidered Bands, 2½ inches wide; all the popular colors; imported to sell at 50c a yard; special at 25c.

Embroideries

Main Floor.
Every item is a very special item—unusual value.

Embroidery Gallons, double edges, 2 to 4½ inches wide, imported to sell at 35c to 50c a yard; special 13c, 10c and 24c.

Cross-bar Muslin Corset Cover Embroidery, 17 inches wide, imported to sell at 35c to 50c a yard; special at 24c.

Sample Strips of Muslin Embroideries—Edgings and Insertings and Flouncings, 12 and 17 inches wide.

Lengths ranging from 1½ to 6 yards, worth 15c to \$1.00; special at 9c to 45c a yard.

Table Cloths and Napkins

Main Floor.
These Table Cloths and Napkins haven't been in the house but two days. Arrived just in time for this sale. Double satin damask—light bleached. Much of their durability and lustre is due to the fact that the fibre was not bleached by chemicals, but by protracted exposure to the sun and moisture. Six beautiful patterns.

Cloths, 2 x 2 yards, value \$3.00; special \$2.19.

Cloths, 2 x 2½ yards, value \$3.75; special \$2.59.

Cloths, 2 x 3 yards, value \$4.50; special \$3.19.

Napkins, 22 x 25 in., value \$3.25; special \$2.49.

Napkins, 24 x 24 in., value \$4.00; special \$3.19.

Hemstitched Huck Towels—pure linen—heavy quality woven damask border, strong spoke hemstitching, size 20x39 inches.

We haven't been able to match these Towels elsewhere under \$3.00 a dozen; special here \$2.29 a dozen.

Honeycomb Bath Sponge

Main Floor.
Our Regular Price 79c; Special 34c

Startlingly low—less than half our regular price. An importer tells us that each sponge in the lot would cost him 60c to import. We can't sell these Sponges to retail druggists. They are for consumers. Therefore no customer will be allowed to buy more than one. Our regular price 79c; special, while stock on hand lasts, 34c.

Nine Thousand Yards Foulard Silks

\$1.50 and \$2 Values; Special at 99c

Main Floor.
Every woman knows the standing of Foulard Silks. There is not a more popular weave for Spring dress. The present position of Foulards was fixed by style-setters months ago, and there's no going back of the decree.

Plain and Faconne grounds in the following desirable colors:

Black, navy, gobelin, reseda, apricot, rose, wistaria, lavender, raspberry, tan, Russian blue and stone green.

The printings are neat and pretty—dots, rings, oblong, oval, diamond figures, scrolls. And—note the widths—40 to 42 inches—seven yards being ample for a dress pattern. They are worth \$1.50 to \$2.00 a yard; special at 99c.

Black Crepe de Chine—44 in. Wide

Value \$2.25 a Yard; Special at \$1.29

Main Floor.
These Black Crepe de Chines have the soft, light, brilliant finish that comes of faultless spinning and rich dyeing. Enough substance for good, hard service and full of the delightful "crepe" grace that lends beauty to drapery—giving it almost classic lines—44 inches wide; value \$2.25; special, \$1.29.

These Imported Black Broadcloths

Will Stand By You Through Thick & Thin

Value \$2.25 a Yard; Special at \$1.44

Main Floor.
Everything that has ever been said in praise of a tip-top surprise-crowded Black Broadcloth may truthfully be said of these.

They are 50 inches wide, perfectly dyed, satin-finished, sponged, shrunk, warranted spot-proofed and Spring weight. "Quiet elegance," "unobtrusive beauty," "wide-awake lustre"—they are all that and more.

When you see their quality and feel their substance—you're sure to buy.

A close-looking professional shopper of undoubted judgment spent half a day matching them. She had to pay \$2.25 to do it. You shall have these at \$1.44.

Imported All-wool Voiles

\$1.25 quality, special

\$1.50 quality, special

\$1.75 quality, special

79c

About three thousand yards fine French All-wool Voiles in over forty street and evening shades—42 and 44 inches wide. They were made to retail at \$1.25, \$1.50 and \$1.75 a yard; special at 79c.

One Hundred Dozen Women's Imported Cape Leather Gloves

Value \$1.25; Special 84c

Main Floor.
These Gloves are something more than mere coverings for the hands, with a separate sheath for each finger.

They represent one of the refinements of Dress—accentuating the graceful lines of shapely hands.

Made of flexible, elastic Kassan quality cape leather showing the natural grain—fine, smooth texture. Too soft in quality and too carefully tanned to ever harden or crack.

Walking length, prix-seam sewn, round corners, spear-embroidered backs; best shades of tan.

Each Glove is made up of twenty-seven parts—and we guarantee each part to be thorough and reliable. You've never seen equal Gloves for less than \$1.25 or \$1.50; special at 84c.

\$3.50 Umbrellas at \$2.12

Main Floor.
Nearly all of the ones for women are pure silk. Some are yarn-dyed taffeta. The lot includes about one hundred green, blue and garnet silk Umbrellas—26 inches, eight-ribbed Paragon frames—silk tassels and cases. Etched wood, mission wood, furze, gun metal, silver-trimmed boxwood, cape horn, castania Egyptian onyx and sterling-trimmed ebony or partridge handles.

The men's are yarn-dyed silk-and-cotton. A peculiar trick of spinning gives the fibre the seeming of all silk. The blend makes a fabric that will outlast pure silk; 28 inches, strong eight-ribbed Paragon frames. Cape horn handles with etched sterling bands, castania, figwood, silver-trimmed boxwood, mission wood, buck horn, ebony and English furze.

They are standard \$3.50 Umbrellas; special at \$2.12.

Men's \$1.00 Underwear at 69c

Main Floor.
"Dollar Silk" Shirts and Drawers. "Dollar Silk" is the brand—the registered trade-mark. Shirts and Drawers labelled "Dollar Silk" are sold everywhere at their established price—\$1.00 each. They are beautifully mercerized—casting the shimmer of real silk—white, silver-gray, light blue and novia. We will sell one hundred dozen of them at 69c.

Men's \$1.29 Underwear at 74c

Eighty dozen Men's light-weight Cashmere Shirts and Drawers. Ninety per cent. soft wool, ten per cent. fine cotton, hidden in the warp to prevent shrinking. Natural color, pearl buttons, double gussets; standard \$1.29 quality; special at 74c.

Men's \$1.50 Union Suits at 89c

Men's Spring-weight Sea Island Cotton Union Suits, all seams reinforced, finished with clear white pearl buttons, ankle-length and short sleeves; made to sell at \$1.50 a suit; special at 89c.

Women's 75c Union Suits at 44c

Women's Swiss Ribbed Lisle Thread Union Suits; low neck, sleeveless style, plain top, umbrella-shaped lace-trimmed drawers; value 75c a suit; special at 44c.

Flowers

Main Floor.
Clusters of June Roses, pink, light and dark old rose, mulberry and white, value 50c; special at 39c.

Clusters of Two Large American Beauty Roses, with buds and foliage, value 75c; special at 49c.

Large Clusters of Two American Beauty Roses, with buds and foliage; Clusters of eight Roses in pink and old rose, with foliage; Clusters of two Roses, in pink, jack, catanba and old rose, with buds and foliage; Clusters of six Roses in pink, catanba, mals and old rose, with foliage, value \$1.00 and \$1.25; special at 74c.

Sprays of American Beauty Roses, with foliage; Clusters of nine June Roses, in pink, old rose, and mals, with foliage, value \$1.00; special at 69c.

Cluster of Nine French Buds, new nacre shades; Sprays of eight June Roses, with buds and foliage; and Clusters of Buds in pink and old rose, with foliage, value \$1.25; special at 89c.

Large Spray of Seven Imported Roses, with buds and foliage, in the new nacre shadings, value \$2.50; special at \$1.89.

\$5.50 Rubber Auto Shirt at \$3.96

Main Floor.
To-morrow should be Auto Shirt Day in the Sportsmen's Clothing Department. It's a happy chance that enables us to sell you an Automobile Shirt—more properly speaking a Blouse—made of dark brown light-weight rubber cloth worth \$5.50, at \$3.96. Big roomy model. Each one in a waterproofed case that may be stowed in any handy corner.

You'd never guess that the price of all kinds of rubber has been steadily stiffening for months. But it's true. This paradox is one of the practical proofs of the power we wield to make bargains for you.

\$3.74 for \$5.00 Corduroy Norfolk Coat; narrow-ribbed cloth, well tailored; suitable for motor cyclists, chauffeurs, hunters and horsemen.

\$2.97 for \$4.00 Corduroy Trousers to match the above.

\$3.74 for \$5.00 Corduroy Riding Trousers; reinforced crotch, with legs that button or lace.

\$2.89 for \$4.00 Norfolk Coats made of best grade shower-proof army khaki, in tan or sage green, the new shade adopted by the Government.

\$1.69 for \$2.50 Trousers to match the above.

R. H. Macy & Co.'s Attractions Are Their Low Prices.

Macy's

34th to 35th St.

On Monday we will serve a special seven-course Washington Birthday Dinner for 59c. Store closed Tuesday.

Lace Curtains

Third Floor.
Novelty Lacet Curtains, in white and Arabian, elaborate designs on heavy cable net.

Were \$2.24 a pair; now \$1.69

Were \$2.74 a pair; now \$1.89

Were \$3.74 a pair; now \$1.95

Were \$3.89 a pair; now \$2.49

Were \$4.24 a pair; now \$2.89

Antique Lace Curtains, mounted on fine quality etamine; formerly \$3.94 pair; now at \$2.74.

Irish Point Lace Curtains, large variety of designs, copies of real hand-made lace.

Were \$5.24 a pair; now \$3.74

Were \$7.49 a pair; now \$4.96

Were \$8.74 a pair; now \$5.94

Were \$9.74 a pair; now \$6.94

Theo. Haviland's Dinner Sets

Basement.
One hundred pieces, artistic shape; floral decoration in natural colors; gold-stippled handles; sold elsewhere at \$25.00; our regular price \$21.89.

Special \$15.89

Cut Glass Salad Bowls

Rich Cut Glass Berry or Salad Bowls, 8 inches in diameter; value \$6.00; our regular price \$4.89.

Special \$2.89

Gas Chandelier

Made of black iron, art glass panels, dome centre; two outside lights; sold by others at \$6.00; our regular price \$4.89.

Special \$3.49

Baby Carriages

Second Floor, Balcony.
REED PULLMAN SLEEPER, with reed hood, oak or light finish, sliding footboard, reclining back, steel tubing gear, five-eighths rubber-tired wheels, equipped with wind shield, body and hood upholstered with strong corduroy; our regular price \$20.19.

Special \$14.89

Four Wonderful Wash Goods Economies

Grecian Tissues, 27 inches wide; serviceable, washable, light, cool; very fine, smooth weave, with delicate corded stripes and checks; pastel and staple color combinations. They are sold regularly at 30c a yard. These have small imperfections and will be sold at 15c.

Chiffon Lisse, 24 inches wide. They are really Mercerized Cotton Voiles, recently imported from England. Scores of pretty, modest designs, including many styles of checks and stripes; also plain grounds cut by self-colored hair lines. Bright, beautiful stuffs. They've never before been sold for less than 25c; our special price... 21c.

Pure French Linen Suiting—47 inches wide; all the newest colorings; expressly dyed to our order 36c.

In Underpriced Basement: Ribbon-striped Tissues, 28 inches wide, very sheer and filmy; neat floral designs printed on white and tinted grounds; made to sell at 18c a yard; special 9c.

White Goods Better Than You Think. Unexpected and Pleasing Bargains.

Main Floor.
Fancy English Novelties, 27 inches wide, Mercerized Checked and Striped Batistes; Mercerized Striped Poplin Weaves and Beautiful Fancy Striped Crepes.

The foregoing four items stand for something beyond any White Goods values that New York women have known in many a day. We never tried harder to secure a bargain. Never succeeded better.

They are worth 35c, 40c and 50c, choice 19c.

15c for Imported White Repp Cloth, 28 inches wide. They are peculiarly adapted for waists and suits. The best Repps our representative could discover in England.

Soft-finished English Long Cloth, 40 inches wide; piece of twelve yards, value \$2.00, special at 1.46.

Mission Furniture

Fourth Floor.
\$4.49 Mission Chairs, \$3.49

Quarterm oak Dining Chairs, weathered finish, full box with embossed composition seat in various colorings.

\$15.24 Morris Chairs, \$11.24

Mission Oak Morris Chairs, massive frame, broad arms, spring seat, reversible cushions covered with imitation Spanish leather.

\$10.49 Mission Rockers, \$6.24

Solid Oak Mission Rockers, weathered finish, extra large size, high back, broad arms, deep, roomy seat, upholstered in genuine leather.

\$22.49 Mission Couches, \$18.24

Hardwood frames, quartered oak veneered, weathered finish, full spring edges, upholstered in imitation Spanish leather.

\$35.49 Davenports, \$29.89

Heavy massive frames, weathered finish, with two pillows, covered with velour or imitation leather.

\$3.49 Mission Tables, \$2.74

Solid Oak Tables, weathered finish, Mission design; 18-inch round top.

\$7.49 Magazine Racks, \$5.67

Solid Oak Magazine Racks, weathered finish, 44 inches high, 20 inches wide, 14 inches deep, fitted with four shelves.

\$7.49 Bookcases, \$5.67

Solid Oak Bookcases, Mission design, 54 inches high, 30 inches wide; four adjustable shelves and brass rod for curtains.

\$12.24 Chiffoniers, \$9.24

Quartered Oak Veneered Chiffoniers, weathered finish, 32 inches wide, with five deep drawers and wood gallery.

Housefurnishings

Basement.
Parlor Floor Brooms, bamboo handles, made of good quality corn; compact and flexible; four-sewed. They are worth 50c; we'll sell one hundred dozen of them at 24c.

49c for 60c All Bristle Floor Brooms; mounted on polished handles.

49c for 54c Willow Clothes Baskets, medium size.

26c for 39c Heavy Galvanized Garbage Cans, with covers.

Grocery Specials

Fifth Floor.
Breakfast Cocoa, Macy's Red Star Brand, prepared in our own laboratory; guaranteed absolutely pure; half pound tins; our price for this sale... 15c.

Baking Powder, Macy's Red Star Brand; an absolutely pure cream of tartar powder; manufactured in our own laboratory.

1½-pound tins; regularly 18c; special for this sale... 14c.

1-pound tins; regularly 34c; special for this sale... 26c.

5-pound tins; regularly \$1.59; special for this sale... \$1.22.

Roller White Oats, Lily White Brand; in two-pound full-weight cartons; equal quality and weight sold elsewhere at 14c; our price for this sale... 8c.

Farina, Silver Brand; manufactured by the Quaker Oats Company; cartons contain silver-plated teaspoon; sold everywhere at 15c; our price for this sale... 11c.

Sterilized Evaporated Milk, "Hylac" Brand; pure, unsweetened milk, packed in sanitary tall cans; for this sale... 7c.

Tomato Soup, Lily White Brand, "Best of All" quart cans; our regular price 24c; this sale... 15c.

Tomatoes, "Bob White" Brand; solid packed, in large so-called quart cans; advertised by others as special value 10c; our price for this sale... 7c.

Asparagus, Humbert Andrews "Acme Brand," in regulation quart jars; sold by others as a special value at 40c; our price for this sale... 24c.

Sweet Peas, "Jersey Pride," No. 2 can; value 10c. Can, 7c; dozen, 79c.

Lima Beans, "Marcellus," No. 2 can; value 12c. Can, 7c; dozen, 79c.

String Beans, "Conewago," No. 2 can; value 10c. Can, 7c; dozen, 79c.

Kidney Beans, "Pearl Drop," No. 2 can; value 8c. Can, 7c; dozen, 79c.

Pumpkin, "Polk's Fancy," large No. 3 cans. Can, 7c; dozen, 79c.

Linoleum

Third Floor.
Five Carloads.

Five hundred and forty-nine rolls.

Fifty-five thousand two hundred and sixty yards. This batch of Linoleums was just secured from a manufacturer who was forced to realize cash on them without delay. He couldn't wait to sell them in dribbles. No quantity staggers us—if qualities and prices are right—and the maker knew it. Here are the Linoleums—five carloads. Full-bodied, well-seasoned, handsomely blocked goods. Attractive parquet, wood, tile and mosaic effects in oil colors suitable for public halls, offices, vestibules, aisles, dining rooms, pantries, kitchens, restaurants, bath rooms, closets and stairs.